

OFFICE OF THE CITY MANAGER NO. LTC# 350-2013

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Menibers of the City Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

September 19, 2013

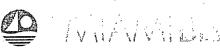
SUBJECT:

Correspondence from the Committee on the Homeless

The purpose of this Letter To Commission is to forward the attached correspondence from the Committee on the Homeless seeking the Commission's support for the creation of a homeless education campaign to discourage panhandling in our City.

LM/KGB/MLR

CITY CLERK'S OFFICE



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

## COMMITTEE ON THE HOMELESS

Date:

September 18, 2013

To:

Honorable Mayor and Members of the City Commission

Jimmy L. Morales, City Manager

Subject:

Motion to Support Homeless Education Campaign

As you know, the City, through its Homeless Outreach Office, is active in addressing homelessness within our community and has been pivotal in providing solutions utilizing the "Continuum of Care" approach promoted by the United States Department of Housing and Urban Development. Our goal is to reinforce and promote the assets of the "Continuum of Care" while encouraging and facilitating personal responsibility and investment by our residents, businesses and visitors as a means of reinforcing the City's "boots on the ground" efforts.

The Committee proposes an awareness and education program that educates our residents, business owners, and tourists of our collective efforts to reduce homelessness while discouraging behaviors that, while intended to help, are detrimental in the long run. Over the past several months, our Committee has researched how other cities address homelessness. We found education to be the number one tool in addressing the problem. Awareness campaigns that reinforce the Continuum of Care and discourage panhandling and direct handouts to the homeless were most effective.

We were most impressed with Nashville, Tennessee's "Please Help, Don't Give" campaign and Anchorage, Alaska and Winnipeg, Canada's "¢hange for the Better". But we also explored Orlando, Redding and Palm Beach County's efforts as well. These are education campaigns, reinforced with collection meters and provider collaboration, that seek to discourage panhandling and handouts among residents, businesses and community visitors. We believe such efforts would work in our community.

Further, we recently invited a Miami Ad School representative to speak to us about the possibility of engaging the school and its students to craft an education and social media campaign to address panhandling in our City. Mark Smith, the school's representative, expressed a willingness and excitement that the school's students would be willing and able to develop a marketing plan and message that will discourage panhandling and support existing efforts to reduce homelessness.

Therefore, the Committee requests the Commission's support in pursuing the creation of an awareness and education campaign that discourages panhandling while encouraging supportive investment by our residents, businesses and visitors to reduce homelessness while leveraging the efforts already underway. We ask that the Commission endorse our efforts and enable the Committee to work with the Miami Ad School to craft a message appropriate for our community as well as devise ways to pay for this effort.

Like Mr. Smith of the Miami Ad School, the Committee is eager to undertake this effort. We thank you for your consideration.

## Committee on the Homeless:

Lisa Ware, Chair Jonathan Kroner, Vice-Chair Dale Gratz Gail Harris Prakash Kumar Cary Yee Quee Daniel Sherbill Annsheila Turkel Rachael Zuckerman